

## CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee Meeting was held in Truckee, California, on Thursday, May 21, 2015, at 3:00 p.m. PST with Vice Chair of Operations Jot Condie (California Restaurant Association) presiding.

### Attendance

Noreen Martin (Martin Resorts); Jot Condie (California Restaurant Association); Jeff Senior (Fairmont Raffles International); James Bermingham (Montage Hotels & Resorts); Gary Buffo (Pure Luxury Transportation); Rusty Gregory (Mammoth Mountain Inn); Will Withington (Enterprise Holdings); Michael E. Rossi (Governor's Office)

Also in attendance, Sima Patel (Ridgemont Hospitality).

### Absent

Ian Carter (Hilton Worldwide); Michael Colglazier (Walt Disney Parks and Resorts); Aaron Medina (The Hertz Corp.)

**Motion by Commissioner Senior to approve the February 24, 2015 Executive Committee minutes. Second by Commissioner Martin. Motion unanimously approved.**

Yes votes:

1. Noreen Martin (Martin Resorts)
2. Jot Condie (California Restaurant Association)
3. Jeff Senior (Fairmont Raffles International)
4. James Bermingham (Montage Hotels & Resorts)
5. Gary Buffo (Pure Luxury Transportation)
6. Rusty Gregory (Mammoth Mountain Inn)
7. Will Withington (Enterprise Holdings)
8. Michael E. Rossi (Governor's Office)

No votes: None

Abstentions: None

## OFFICER REPORTS

Jot Condie – Vice Chair of Operations (California Restaurant Association)

1. Nominating Committee
  - a. Recommendations to fill accommodations vacancies came from former and current board members and members of the industry. Assessing factors of each candidate, such as regional representation, accommodation segment, company executive and past and current participation in CTTC marketing programs, the following individual was put forward for nomination, for terms starting July 1, 2015:

- i. Brian King, Global Brand and Sales, Marriott International
  1. Motion by Commissioner Gregory to send the candidate recommendation to the board for approval. Second by Vice Chair Condie. Motion unanimously approved.
    - a. Yes votes:
      - i. Noreen Martin (Martin Resorts)
      - ii. Jot Condie (California Restaurant Association)
      - iii. Jeff Senior (Fairmont Raffles International)
      - iv. James Bermingham (Montage Hotels & Resorts)
      - v. Gary Buffo (Pure Luxury Transportation)
      - vi. Rusty Gregory (Mammoth Mountain Inn)
      - vii. Will Withington (Enterprise Holdings)
      - viii. Michael E. Rossi (Governor’s Office)
    - b. No votes: None
    - c. Abstentions: None

Noreen Martin – Chief Fiscal Officer (Martin Resorts)

1. Financial Statements (February 28, 2015)
  - a. Revenues of \$33.8m are at 67.7% of budget
  - b. Total marketing expense is at 36% of budget. This is a timing issue of media buys. Since Feb 28, Visit California has had several large media buys.
  - c. Total operations and assessment administration expenses are \$3.7m and is at approximately 57% of budget.
  - d. The investments are currently invested in 76% Corporate Bonds and 23% CDs.
    - i. **Motion by Chairman Rossi to approve financial statements for the period ending November 30, 2015. Second by Commissioner Condie. Motion unanimously approved.**
      1. Yes votes:
        - a. Noreen Martin (Martin Resorts)
        - b. Jot Condie (California Restaurant Association)
        - c. Jeff Senior (Fairmont Raffles International)
        - d. James Bermingham (Montage Hotels & Resorts)
        - e. Gary Buffo (Pure Luxury Transportation)
        - f. Rusty Gregory (Mammoth Mountain Inn)
        - g. Will Withington (Enterprise Holdings)
        - h. Michael E. Rossi (Governor’s Office)
      2. No votes: None
      3. Abstentions: None

2. Financial Health of Visit California

- a. Cash Operating Reserves – Measures unrestricted cash and/or net assets available to cover operating expenses for a number of months. Benchmark is to have 3-6 months of cash on hand. Visit California has 5.9 months on hand as of February 28
- b. Current Ratio – Measures an organizations ability to pay obligations in a timely manner. Benchmark is to have a ration above 1.5:1. Visit California’s ratio is 11.63:1 as of February 28
- c. Debt to Equity Ratio – A financial ratio indicating the relative proportion of equity and debt used to finance a company’s assets. Benchmark is to have a ratio of .01:1. Visit California’s Debt to Equity Ratio is .008:1
- d. This Fiscal Year Administration and Overhead is under budget and the projected Admin & Overhead budget for next year is only at 10.84%. Most non-profits, DMOs, and trade associations regularly spend 30% or more on Admin & Overhead.

Jeff Senior – Vice Chair of Marketing (Fairmont Raffles)

1. New Marketing Plans: the 2015-16 marketing plan is a static plan featuring, expansion of direct-to-consumer activity in China and Mexico, continued social media momentum, an expanded earned media platform and participation in international trade shows.
  - a. Motion by Commissioner Withington to approve the marketing plan. Second by Commissioner Buffo. Motion unanimously approved.
    - i. Yes votes:
      1. Noreen Martin (Martin Resorts)
      2. Jot Condie (California Restaurant Association)
      3. Jeff Senior (Fairmont Raffles International)
      4. James Bermingham (Montage Hotels & Resorts)
      5. Gary Buffo (Pure Luxury Transportation)
      6. Rusty Gregory (Mammoth Mountain Inn)
      7. Will Withington (Enterprise Holdings)
      8. Michael E. Rossi (Governor’s Office)
    - ii. No votes: None
    - iii. Abstentions: None

## OTHER REPORTS

Caroline Beteta – California Travel and Tourism Commission

1. Spring Board Meeting Recap – Guest speaker, Roger Dow and special guest Shawn White

2. National Perspective - Open Skies treaties—essentially free trade agreements for international passenger aviation routes—have come under fire from U.S. airlines because they claim certain international airlines are encroaching on their market share. U.S. Travel has vehemently opposed the move to undermine Open Skies on the grounds that the 100-plus agreements, the first of which were signed in the early 1990s, have been a colossal boon to the overall U.S. economy.
3. Updated Organizational Structure - Adding 13 full time employees supporting the current 40 as well as a few spots on the state side.
4. Draft Regulations - Changes to the regs up for changes and public comment until June 15.

#### **PUBLIC COMMENT**

Chairman Rossi opened the floor up for public comment. There was none.

#### **ADJOURNMENT**

Motion by Commissioner Condie to adjourn the Executive Committee Meeting. Second by Commissioner Martin. Motion unanimously approved